REMARKS

In response to the final Office Action dated December 4, 2002, claims 1, 2, 13, 18 and 32 have been amended. Therefore, claims 1-34 remain in the case. Reexamination and reconsideration of the amended application are requested.

Rebuttal to "Response to Arguments"

The Office Action stated in the "Response to Arguments" that Maritzen et al. provide mutually exclusive options such as those sub-item choices shown in FIG. 5 of Maritzen et al.. The Office Action contended this means that only one sub-item could be selected and the remaining sub-items under the same option would be prevented from selection and thus prevented from being in conflict.

In response to this argument, the Applicants respectfully submit the following rebuttal. First, amended claims 1, 2, 13, 18 and 32 all contain the feature that the rules of enforcement are transmitted from a server to a client. In other words, these rules of enforcement reside on the client. These rules of enforcement contain all potential configurable conflicts between sub-items.

In contrast, Maritzen et al. merely discloses rules that reside on the server. This means that sub-item conflicts are allowed on the client. In order to determine that there is a conflict, the client must access the rules on the server to validate a user's selection. If any conflict is detected by the server, a notice is sent to the client only about that particular conflict. Any other potential conflict information still resides on the server. In Maritzen et al., the client has no knowledge of any other potential sub-items conflicts. Thus, the Applicants' claimed invention and that disclosed in Maritzen et al. are quite different.

Second, amended claims 2, 18 and 32 contain the claimed feature that potential conflicts are prevented between sub-items in different data fields. For example, as shown in FIG. 10 of the Applicants' specification, "as mileage is placed in the input box [or data field] 1020 or as certain sub-items (car options) are selected, the price of the

dynamic output box [or data field] 1050 is calculated, changed and displayed in real time while the rules of enforcement prevent the user from configuring predefined conflicting options" (specification, page 20, lines 21 to page 21, lines 1-4).

By way of example, the following illustration is offered. Assume that one data field is entitled "Seat Type" and another data field is entitled "Seat Material". Further, assume that bench seats only come in vinyl and bucket seats come in vinyl and leather. In this example, the Applicants' claimed rules of enforcement will not allow a user to chose leather bench seats. In other words, the user will be unable to check "bench seats" in the "Seat Type" data field and then check "leather" in the "Seat Material" field.

In contrast, as noted in the Office Action, in Maritzen et al. seems to allow only one sub-item on a list under the same option (or data field) to be selected, and the remaining sub-items under the same option would be prevented from selection and thus prevented from being in conflict. Using the above example, this would be analogous to a user selecting from the "Seat Type" data field not being able to select both "bench seats" and "bucket seats". The Applicants' claimed invention of claims 2, 18 and 32 clearly prevent a broader class of sub-item conflicts than this, namely all potential sub-item conflicts. In addition, the rules of enforcement that contain all of these potential sub-item conflicts reside on a client. Once again, the Applicants' claimed invention and that disclosed in Maritzen et al. are quite different.

Section 102(e) Rejections

The Office Action rejected claims 1-4, 6-21, 23, 26, 27 and 31-34 under 35 U.S.C. § 102(e) as being anticipated by Maritzen et al. (U.S. Patent No. 5,870,719). The Office Action stated that Maritzen et al. disclose nearly all the elements of the Applicants' claimed invention except for explicitly disclosing the claimed feature of preventing a user from creating and encountering sub-item conflicts using the transmitted rules of enforcement. However, the Office Action further stated that this claimed feature of the Applicants' invention would have been inherent to a method such as Maritzen et al.. The reasoning set forth in the Office Action is that such a feature in Maritzen et al. would be inherent so

as to allow the system to process transmitted results transparently to users and display sub-items in combination logically and properly, especially when they are mutually exclusive of each other.

In response, the Applicants respectfully traverse these rejections based on claim amendments and the following legal and technical analysis. Claims 1, 2, 13, 18 and 32 have been amended to more clearly distinguish the Applicants' claimed invention. The Applicants submit that Maritzen et al. lack at least one feature of the Applicants' claimed invention. In particular, Maritzen et al. do not disclose, either explicitly or implicitly, the material claimed feature of <u>preventing a user from creating and encountering sub-item conflicts</u> using <u>rules of enforcement</u> that are <u>transmitted to a client</u>, where the rules of enforcement contain <u>all potential configurable conflicts between the sub-items</u>.

Amended Independent Claim 1

Amended independent claim 1 of the Applicants' invention includes a method for dynamically displaying data values on a client computer. The method includes receiving transmitted results, sub-items associated with the results, and rules of enforcement of sub-item combinations. This data is received in a predefined format through a communications interface in response to a request from the client. The method also includes displaying a first set of results on a client display device. Additionally, the method includes processing the results in real time using the client computer in response to user adjustment of the results and sub-item configuration on the client computer. The method includes <u>preventing a user from creating and encountering sub-item conflicts</u> using the transmitted rules of enforcement, where the <u>transmitted rules of enforcement</u> contain <u>all potential configurable conflicts between sub-items</u>. The method also includes dynamically displaying the processed results on the client display device.

Preventing a user from creating and encountering sub-item conflicts using the transmitted rules of enforcement avoids having the server be unnecessarily reaccessed numerous times (specification, page 3, lines 11-13). This prevention begins as a host computer or server collects and processes data to produce results having associated sub-

items in response to a request for information from a client (specification, page 13, lines 16-19; FIG. 3). In response to this request, the server gathers and transmits to the client results, sub-items, and sub-item rules of enforcement (specification, page 15, lines 4-6). These transmitted rules of enforcement of sub-item combinations contain "all potential configurable conflicts between sub-items to thereby prevent the user from creating any sub-item conflicts during adjustment of the sub-items" (specification, page 20, lines 4-7; emphasis added). The sub-item conflicts can occur when the user is interacting with results and associated sub-items using, for example, graphical user interface tools (specification, page 20, lines 1-4). For each of the sub-items (or subset of data), "all potential conflicts between sub-items can be automatically noted and prevented from being encountered by the client user" (specification, page 21, lines 13-17).

In contrast, Maritzen et al. do not prevent a user from creating and encountering sub-item conflicts using rules of enforcement that are transmitted to the client and contain all potential configurable conflicts between sub-items. This is because the system of Maritzen et al. keeps the rules on the server and must constantly access the server to validate the selections made by a user on the client. In other words, the rules of enforcement are kept on the server and all potential configurable conflicts are not transmitted to the client. Thus, in Maritzen et al., a user is allowed to create and encounter conflicts between sub-items and these conflicts must be validated as conflicts by accessing the server. Although the server may send notice to the client that a conflict exists, the client does not receive notice of all potential configurable conflicts but instead only receives notice of that single particular conflict.

In particular, as shown in FIG. 2 of Maritzen et al., a client module 220 is in communication with a JAVA server 240. Additionally, the JAVA server 240 contains a quote configuration system 210. The quote configuration system 210 includes a quote data and rules database 270. Referring to FIGS. 6 and 7 of Maritzen et al., "the user may iteratively select or edit the selections described in block 614-712" (col. 7, lines 67 to col. 8, lines 1-2). Blocks 614 to 712 contain such selections as quantities, cost for a quote, and type of service or coverage. As shown in FIG. 7 of Maritzen et al., after these selections

are made they are validated (box 714). Validation occurs using the rules database 270 by accessing the JAVA server 240 and the quote configuration system 210 located on the server 240. If a conflict exists, a business rule of the quote configuration system quote database "will indicate an invalid condition" (col. 8, lines 8-13). This indication, however, is only for the specific invalid condition.

Pop-up screens indicating invalid conditions are displayed to the user once the user creates or encounters a conflict (col. 8, lines 14-18). The "JAVA server 240 and the quote configuration system 210 are in frequent communication" in order to validate the user's selections (col. 8, lines 19-21). In addition, a user can choose to purposely create a conflict using an override feature "and proceed with the quote anyway" (col. 8, lines 21-24). Conversely, the Applicants' claimed invention prevents a user from creating and even encountering sub-item conflicts.

The Applicants' specification discusses the problems with the types of systems disclosed in the Maritzen et al. reference. Specifically, systems such as Maritzen et al. submit a user selection of sub-items to the server for validation (specification, page 2, lines 5-7). If the selections are invalid, the server notifies the user that the selections are invalid and the user must make another selection (specification, page 2, lines 6-8). "This validation step is repeated until the remote user submits a valid sub-item configuration and sub-item selections without conflicts" (specification, page 2, lines 8-10).

One problem with allowing a user to create conflicts of sub-items, validating the conflicts, and having the user make a new selection of sub-items is that this causes "the server to be unnecessarily reaccessed numerous times" (specification, page 3, lines 9-13). In fact, the server is reaccessed "until there are no conflicts" (specification, page 3, lines 15-16). This causes systems (such as the system disclosed in Maritzen et al.) to be slow, not allow real time user interaction, and require undue processing (specification, page 3, lines 17-19). In contrast, the present invention overcomes these problems by preventing a user from ever creating or encountering sub-item conflicts.

The Applicants, therefore, respectfully traverse this rejection of amended independent claim 1 because Maritzen et al. do not disclose, either explicitly or implicitly, the material claimed feature of <u>preventing a user from creating and encountering sub-item conflicts</u> using <u>rules of enforcement</u> that are <u>transmitted to a client</u>, where the rules of enforcement contain <u>all potential configurable conflicts between the sub-items</u>. Because of this missing feature, the §102 rejection cannot stand.

<u>Amended Independent Claim 2</u>

Amended independent claim 2 includes a display device having rendered thereon dynamically changing results of a database query. The display device includes a set of results, criteria associated with the set of results, and <u>rules of enforcement</u> of the criteria being stored as information on a server. The information is <u>transmitted from the server to a remote client</u> that made a request for the results for display on the client, and the information is transmitted as encoded data.

The rules of enforcement contain <u>all predefined known conflicts between the associated criteria</u> in <u>different data fields</u>. The display device also includes at least one dynamic output and a least one adjustable interface option. The adjustable interface option is displayed on the client adapted to enable adjustment by the remote client of the associated criteria confined within the transmitted rules of enforcement. This causes the dynamic output to change in real time such that potential configurable conflicts between the associated criteria <u>in different data fields</u> are prevented.

Conversely, as noted above, Maritzen et al. do not disclose, either explicitly or implicitly, the material claimed feature of <u>rules of enforcement</u> that are <u>transmitted to a client</u> and <u>prevent all potential configurable conflicts between associated criteria</u> in <u>different data fields</u>. The rules of enforcement contain <u>all predefined known conflicts between the associated criteria</u>.

Quite the opposite, Maritzen et al. actually allow a user to make conflicting choices

and selections, even in different data fields. Each selection then is validated by accessing the server. This is because the validation rules are kept on the server. If a selection is invalid because of conflict, notice of only that particular conflict is sent to the client after the user has made the conflicting selection. The user then is invited to make a different selection. The new selection then is validated by the server. This process is repeated until a valid selection is made or the user overrides the validation process. Thus, in contrast to the Applicants' claimed invention that prevents all potential conflicts between the associated criteria in different data fields using rules of enforcement residing on the client, Maritzen et al. expressly allows conflicts to be made and has all of their validation rules residing on the server.

The Applicants, therefore, respectfully traverse this rejection of amended independent claim 2 because Maritzen et al. do not disclose, either explicitly or implicitly, the material claimed feature of <u>rules of enforcement</u> that are <u>transmitted to a client</u> and contain <u>all predefined known conflicts between the associated criteria</u> in <u>different data fields</u>. Because of this missing claimed feature, the §102 rejection cannot stand.

Amended Independent Claim 13

Amended independent claim 13 includes a method for dynamically displaying pricing data on a client display device. This method includes establishing a communications interface between a client and a server, requesting pricing data from the client to the server for at least one object, generating pricing data with associated options and rules for selection and combination of the associated options for each object at the server. The method also includes <u>transmitting</u> the pricing data, associated options, and <u>rules for selection and combination</u> of the associated options from the server <u>to the client</u>, displaying a first set of pricing results on the client display device, and providing a user interface on the client display device for user interaction with the pricing data and selection and combination of the associated options. The method further includes using the rules for selection and combination of the associate options to <u>prevent a user from encountering a conflict</u> during the user interaction with the pricing data. The rules for selection and

combination contain <u>all potential conflicts that may occur during the user interaction</u> and corresponding safeguards <u>to prevent the user from encountering a conflict during the user interaction with the pricing data</u>. The method also includes dynamically updating the pricing data using the client computer to process the update and displaying the pricing data on the client display device in response to user interaction with the pricing data and associated options, and rules for selection and combination.

In contrast, as discussed above, Maritzen et al. do not prevent a user from encountering conflicts during interaction with pricing data using rules of selection and combination that are transmitted from the server to the client, and where the rules of selection and combination contain all potential conflicts that may occur during the user interaction and corresponding safeguards to prevent the user from encountering a conflict during the user interaction with the pricing data. Instead, the system of Maritzen et al. allows a user to encounter a conflict and then must access the server before the system is aware that a conflict exists. The selection is validated using validation rules residing on the server. Once the conflict is discovered, the user can either make another selection or choose to override the conflict and proceed anyway. Thus, the system of Maritzen et al. is very different from the Applicants' claimed invention.

Amended Independent Claim 18

Amended independent claim 18 includes a method for enforcing valid combinations of data using a server computer. This method includes receiving a request from a remote computer and <u>transmitting</u> results, sub-items associated with the results, and <u>rules of enforcement</u> of sub-item combinations in a predefined format from the server <u>to the remote computer</u> in response to the request. Processing of the transmitted results is performed in real time in response to a user adjustment of the transmitted results and sub-items associated with the transmitted results. The method further includes <u>preventing a user of the remote computer from creating and encountering conflicts between sub-items</u> in <u>different data fields</u> during user adjustment of the sub-items by using the rules of enforcement. The rules of enforcement contain <u>all potential configurable conflicts and predefined known conflicts</u> between the sub-items.

In contrast, Maritzen et al. do not prevent a user from creating and encountering sub-item conflicts during user adjustment of the sub-items by using the rules of enforcement. As noted above, Maritzen et al. allow a user to create and encounter conflicts between sub-items. The user is not made aware of the conflicts until the user adjustment is validated by the server. Once the conflict has been encountered and validated by the server, the user still has the option of overriding the conflict warning and proceeding ahead with conflicting sub-items. In addition, the validation rules are stored on the server, and conflicts are allowed between different data fields and then sent to the serer to validate the selection. On the other hand, the Applicants' claimed invention prevents a user from creating and encountering all potential configurable conflicts and predefined known conflicts between the sub-items. For these reasons, the system of Maritzen et al. is quite different from the Applicants' claimed invention.

Amended Independent Claim 32

Amended independent claim 32 includes a method for dynamically displaying data values on a client computer. This method includes <u>receiving transmitted</u> data values, sub-items associated with the data values, and <u>rules of enforcement of sub-item combinations</u> in a predefined format through a communications interface in response to a request from the client computer. The <u>rules of enforcement contain all known conflicting sub-item combinations</u>. The method further includes creating a control module on the client computer and using the control module to control the transmitted data values and process in real time user adjustment of the transmitted data values and sub-item combinations. Moreover, the method includes <u>automatically noting the known conflicting sub-item combinations between a sub-item in a first field and another sub-items in second field</u> using the rules of enforcement and <u>preventing a user from creating and encountering conflicts</u> between sub-item combinations during the real-time user adjustment <u>using the noted known conflicting sub-item combinations</u>. Finally, the method includes dynamically displaying the processed data values on a client display device of the client computer.

In contrast, as discussed above, Maritzen et al. do not prevent a user from encountering conflicts during the real-time user adjustment. Moreover, Maritzen et al. lack <u>rules of enforcement</u> that have been transmitted to a client and contain <u>all known conflicting sub-item combinations</u>. In addition, Maritzen et al. lack <u>automatically noting the known conflicting sub-item combinations between a sub-item in a first field and another sub-items in second field</u>. Thus, Applicants' claimed invention cannot be anticipated by Maritzen et al..

Because the Applicants' claimed invention includes features neither explicitly disclosed nor suggested by Maritzen et al., the Applicants respectfully submit that the rejections of independent claims 1, 2, 13, 18 and 32 under 35 U.S.C. § 102(e) as being anticipated by Maritzen et al. have been overcome. Moreover, rejected claims 3, 4 and 27 depend from independent claim 2, rejected claims 6-12, 19-21, 23 and 26 depend from independent claim 1, rejected claims 14-17 and 31 depend from independent claim 13, and rejected claims 33 and 34 depend from independent claim 32, are therefore also novel over Maritzen et al. (MPEP § 2143.03). The Applicants, therefore, respectfully request reexamination, reconsideration and withdrawal of the rejection of claims 1-4, 6-21, 23, 26, 27 and 31-34 under 35 U.S.C. § 102(e) based on the amendments and arguments above and below.

Section 103(a) Rejections

The Office Action rejected claims 5, 22, 24, 25 and 28-30 under 35 U.S.C. § 103(a) as being unpatentable over Maritzen et al.. The Office Action contended that Maritzen et al. disclose all elements of the Applicants' claimed invention except for certain features, for which Office Notice has been given.

In response, the Applicants respectfully traverse these rejections based on the amendments to claims 1 and 2 and the following legal and technical analysis. The Applicants submit that Maritzen et al. are lacking at least element of the Applicants' claimed invention. In particular, Maritzen et al. do not disclose, either explicitly or

implicitly, the material claimed feature of <u>preventing a user from creating and encountering sub-item conflicts using rules of enforcement</u> that are <u>transmitted to the client</u>, the rules of enforcement containing <u>all potential configurable conflicts between sub-items</u>. Further, Maritzen et al. fail to appreciate the advantages of this claimed feature. In addition, there is no technical suggestion or motivation disclosed in Maritzen et al. to define this claimed feature. Thus, the Applicants' submit that Maritzen et al. cannot make obvious the Applicants' claimed feature of preventing a user from creating and encountering sub-item conflicts using rules of enforcement that are transmitted to the client, the rules of enforcement containing all potential configurable conflicts between sub-items.

To make a prima facie showing of obviousness, all of the claimed features of an Applicants' invention must be considered, <u>especially when they are missing from the prior art</u>. If a claimed feature is <u>not disclosed in the prior art</u> and has <u>advantages not appreciated by the prior art</u>, then no prima facie showing of obviousness has been made. The Federal Circuit Court has held that it was an error not to distinguish claims over a combination of prior art references where a material limitation in the claimed system and its purpose was not taught therein. *In re Fine,* 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Moreover, as stated in the MPEP, if a prior art reference does not <u>disclose, suggest or provide any motivation</u> for at least one claimed feature of an Applicants' invention, then a prima facie case of obviousness has not been established (MPEP § 2142).

<u>Amended Independent Claim 1 and Dependent Claims</u>

As noted above, amended independent claim 1 of the Applicants' invention includes the claimed feature of <u>preventing a user from creating and encountering sub-item conflicts</u> using the transmitted rules of enforcement, where the <u>transmitted rules of enforcement</u> contain <u>all potential configurable conflicts between sub-items</u>.

In contrast, as admitted in the Office Action, Maritzen et al. do not explicitly disclose the Applicants' claimed feature of preventing all potential configurable sub-item conflicts.

Moreover, the Applicants' discussion above shows that Maritzen et al. do not implicitly suggest or provide motivation for this claimed feature of the Applicants' claimed invention. Specifically, there is no suggestion or motivation because Maritzen et al. is quite different from the Applicants' claimed invention. Namely, Maritzen et al. do not prevent all potential configurable conflicts between sub-items. In fact, Maritzen et al. expressly allow a user to make conflicting choices and selections. Moreover, these conflicts must be validated on the server, rather than on the client as in the Applicants' claimed invention.

Maritzen et al. also fail to appreciate or recognize the advantages of the Applicants' claimed feature of preventing a user from creating and encountering sub-item conflicts using the transmitted rules of enforcement, where the transmitted rules of enforcement contain all potential configurable conflicts between sub-items. In particular, one advantage of preventing a user from creating and encountering sub-item conflicts using the transmitted rules of enforcement is that the server does not have to be unnecessarily reaccessed numerous times (specification, page 3, lines 11-13). This prevention begins as a host computer or server collects and processes data to produce results having associated sub-items in response to a request for information from a client (specification, page 13, lines 16-19; FIG. 3). In response to this request, the server gathers and transmits to the client results, sub-items, and sub-item rules of enforcement (specification, page 15, lines 4-6). These transmitted rules of enforcement of sub-item combinations contain "all potential configurable conflicts between sub-items to thereby prevent the user from creating any sub-item conflicts during adjustment of the sub-items" (specification, page 20, lines 4-7; emphasis added).

The sub-item conflicts can occur when the user is interacting with results and associated sub-items using, for example, graphical user interface tools (specification, page 20, lines 1-4). For each of the sub-items (or subset of data), "all potential conflicts between sub-items can be automatically noted and prevented from being encountered by the client user" (specification, page 21, lines 13-17). In contrast, Maritzen et al. nowhere discuss or appreciate these advantages of the Applicants' claimed feature.

The Applicants, therefore, submit that obviousness cannot be established since Maritzen et al. is lacking a material claimed feature of the Applicants' invention. Namely, the claimed feature of preventing a user from creating and encountering sub-item conflicts using the transmitted rules of enforcement, where the transmitted rules of enforcement contain all potential configurable conflicts between sub-items is not taught by Maritzen et al.. In addition to explicitly lacking this feature, Maritzen et al. also fail implicitly disclose this feature. In particular, Maritzen et al. lack any suggestion and fail to provide any motivation for Applicants' claimed feature. Further, Maritzen et al. fail to appreciate advantages of this claimed feature. Therefore, as set forth in *In re Fine* and MPEP § 2142, Maritzen et al. simply cannot render the Applicants' claimed invention obvious. Consequently, because a prima facie case of obviousness cannot be established due to the lack of "some teaching, suggestion, or incentive", the rejection must be withdrawn. MPEP 2143.01; ACS Hospital Systems, Inc. v. Montefiore Hospital, 732 F.2d 1572, 1577, 221 USPQ 929, 933 (Fed. Cir. 1984).

Accordingly, the Applicants respectfully submit that independent claim 1 is patentable under 35 U.S.C. § 103(a) over Maritzen et al. based the legal and technical arguments set forth above and below. Moreover, claims 22, 24 and 25 depend from independent claim 1 and are also nonobvious over Maritzen et al. (MPEP § 2143.03). The Applicants, therefore, respectfully request reexamination, reconsideration and withdrawal of the rejection of claims 22, 24 and 25 under 35 U.S.C. § 103(a) as being unpatentable over Maritzen et al..

Amended Independent Claim 2 and Dependent Claims

As noted above, amended independent claim 2 of the Applicants' invention includes the claimed feature of <u>rules of enforcement</u> that are <u>transmitted from the server to a remote client</u>, the rules of enforcement containing <u>all predefined known conflicts between the associated criteria</u> in <u>different data fields</u>. This allows potential configurable conflicts between the associated criteria <u>in different data fields</u> to be prevented.

In contrast, as admitted in the Office Action, Maritzen et al. do not explicitly disclose

the Applicants' claimed feature of using transmitted rules of enforcement containing all predefined known conflicts between the associated criteria in different data fields to prevent potential configurable conflicts. Moreover, as discussed above, Maritzen et al. do not implicitly suggest or provide motivation for this claimed feature of the Applicants' claimed invention because Maritzen et al. do not prevent all potential configurable conflicts between associated criteria. In fact, Maritzen et al. expressly allow a user to make conflicting choices and selections. Moreover, these conflicts must be <u>validated on the server</u>, rather than on the client as in the Applicants' claimed invention.

As noted above, Maritzen et al. also fail to recognize or appreciate the advantages discussed above of the using transmitted rules of enforcement containing all predefined known conflicts between the associated criteria in different data fields to prevent potential configurable conflicts.

The Applicants, therefore, submit that obviousness cannot be established since Maritzen et al. is lacking a material claimed feature of the Applicants' invention. Namely, the claimed feature of using transmitted rules of enforcement containing all predefined known conflicts between the associated criteria in different data fields to prevent potential configurable conflicts is not taught by Maritzen et al.. In addition to explicitly lacking this feature, Maritzen et al. also fail implicitly disclose this feature. In particular, Maritzen et al. lack any suggestion and fail to provide any motivation for Applicants' claimed feature. Further, Maritzen et al. fail to appreciate advantages of this claimed feature. Therefore, as set forth in *In re Fine* and MPEP § 2142, Maritzen et al. simply cannot render the Applicants' claimed invention obvious. Consequently, because a prima facie case of obviousness cannot be established due to the lack of "some teaching, suggestion, or incentive", the rejection must be withdrawn. MPEP 2143.01; <u>ACS Hospital Systems, Inc. v. Montefiore Hospital</u>, 732 F.2d 1572, 1577, 221 USPQ 929, 933 (Fed. Cir. 1984).
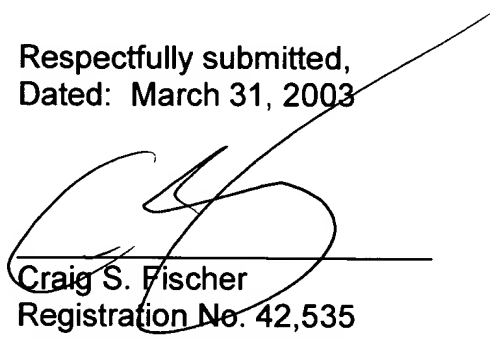
Accordingly, the Applicants respectfully submit that independent claim 2 is patentable under 35 U.S.C. § 103(a) over Maritzen et al. based the legal and technical

arguments set forth above and below. Moreover, claims 5 and 28-30 depend from independent claim 2 and are also nonobvious over Maritzen et al. (MPEP § 2143.03). The Applicants, therefore, respectfully request reexamination, reconsideration and withdrawal of the rejection of claims 5 and 28-30 under 35 U.S.C. § 103(a) as being unpatentable over Maritzen et al..

In view of the arguments and amendments set forth above, the Applicants submit that claims 1-34 of the subject application are in immediate condition for allowance. The Examiner is respectfully requested to withdraw the outstanding rejections of the claims and to pass this application to issue.

In an effort to expedite and further the prosecution of the subject application, the Applicants kindly invite the Examiner to telephone the Applicants' attorney at (805) 278-8855 if the Examiner has any comments, questions or concerns, wishes to discuss any aspect of the prosecution of this application, or desires any degree of clarification of this response.

Respectfully submitted,
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VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS

Following are marked-up versions of amended claims 1, 2, 13, 18 and 32:

1.   (Six Times Amended) A method for dynamically displaying data values on a client computer, comprising:

receiving transmitted results, sub-items associated with the results, and rules of enforcement of sub-item combinations in a predefined format through a communications interface in response to a request from the client;

displaying a first set of results on a client display device;

processing the results in real time using the client computer in response to user adjustment of the results and sub-item configuration on the client computer;

preventing a user from creating and encountering sub-item conflicts using the transmitted rules of enforcement, the transmitted rules of enforcement containing all potential configurable conflicts between sub-items; and

dynamically displaying the processed results on the client display device.

2.   (Five Times Amended) A display device having rendered thereon dynamically changing results of a database query, comprising

a set of results, criteria associated with the set of results, and rules of enforcement of the criteria being stored as information on a server, wherein the information is transmitted from the server to a remote client that made a request for the results for display on the client, the information being transmitted as encoded data, the rules of enforcement containing all predefined known conflicts between the associated criteria in different data fields;

at least one dynamic output; and

at least one adjustable interface option displayed on the client adapted to enable adjustment by the remote client of the associated criteria confined within the

transmitted rules of enforcement for causing the dynamic output to change in real time such that potential configurable conflicts between the associated criteria are prevented.

13.   (Four Times Amended) A method for dynamically displaying pricing data on a client display device comprising:

establishing a communications interface between a client computer and a server computer;

requesting pricing data from the client to the server for at least one object;

generating pricing data with associated options and rules for selection and combination of the associated options for each object at the server;

transmitting the pricing data, associated options, and rules for selection and combination of the associated options from the server to the client;

displaying a first set of pricing results on the client display device;

providing a user interface on the client display device for user interaction with the pricing data and selection and combination of the associated options;

using the rules to prevent a user from encountering a conflict during the user interaction with the pricing data, the rules for selection and combination containing all potential conflicts that may occur during the user interaction and corresponding safeguards to prevent the user from encountering a conflict during the user interaction with the pricing data; and

dynamically updating the pricing data using the client computer to process the update and displaying the pricing data on the client display device in response to user interaction with the pricing data and associated options, and rules for selection and combination.

18.   (Once Amended) A method for enforcing valid combinations of data using a server computer, comprising:

receiving a request from a remote computer; and

transmitting results, sub-items associated with the results, and rules of enforcement of sub-item combinations in a predefined format from the server to the remote computer in response to the request, wherein processing of the transmitted

results is performed in real time in response to a user adjustment of the transmitted results and sub-items associated with the transmitted results; and

preventing a user of the remote computer from creating and encountering conflicts between sub-items in different data fields during the user adjustment of the sub-items by using the rules of enforcement, [wherein] the rules of enforcement [contain] containing all potential configurable conflicts and predefined known conflicts between the sub-items.

32.   (Once Amended) A method for dynamically displaying data values on a client computer, comprising:

receiving transmitted data values, sub-items associated with the data values, and rules of enforcement of sub-item combinations in a predefined format through a communications interface in response to a request from the client computer, the rules of enforcement containing all known conflicting sub-item combinations;

creating a control module on the client computer;

using the control module to control the transmitted data values and process in real time user adjustment of the transmitted data values and sub-item combinations;

automatically noting the known conflicting sub-item combinations between a sub-item in a first field and another sub-items in second field using the rules of enforcement;

preventing a user from creating and encountering conflicts between sub-item combinations during the real-time user adjustment using the [transmitted rules of enforcement] noted known conflicting sub-item combinations; and

dynamically displaying the processed data values on a client display device of the client computer.